

# **TOWN OF DAVIE**

## **TOWN COUNCIL AGENDA REPORT**

**TO:** Mayor and Councilmembers

**FROM/PHONE:** Herb Hyman/797-1016

**SUBJECT:** Resolution

**AFFECTED DISTRICT:** n/a

**TITLE OF AGENDA ITEM:** A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, SELECTING THE FIRM OF PMG ASSOCIATES TO PROVIDE MARKETING SERVICES FOR DAVIE ROAD AND AUTHORIZING THE TOWN ADMINISTRATOR OR HIS DESIGNEE TO NEGOTIATE AN AGREEMENT FOR SUCH SERVICES.

**REPORT IN BRIEF:** The Town solicited competitive sealed proposals for marketing services for Davie Road on behalf of the CRA. RFP documents were sent to twenty-one (21) prospective proposers. Additionally, the bid was advertised state-wide in Florida Bid Reporting and nationally in BidNet and also posted on the Town's web site. The Town received four (4) responses (three (3) proposals and one (1) "no bid" response). The selection committee short listed the top proposers to make an oral presentation. Following oral presentations, the selection committee ranked the firms. The recommendation is for PMG Associates as the top ranked firm in accordance with the ranking totals attached hereto.

**PREVIOUS ACTIONS:** Not applicable.

**CONCURRENCES:** The firm of PMG Associates was chosen by the selection committee. Selection committee's recommendation has been ratified by the CRA at their December 16th meeting.

**FISCAL IMPACT:**

Has request been budgeted? yes

If yes, expected cost: to be negotiated

Account Name: CRA-Special Projects Account

Additional Comments: Not applicable

**RECOMMENDATION(S):** Motion to approve the resolution.

**Attachment(s):**

Procurement Authorization

Selection Committee Rankings

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, SELECTING THE FIRM OF PMG ASSOCIATES TO PROVIDE MARKETING SERVICES FOR DAVIE ROAD AND AUTHORIZING THE TOWN ADMINISTRATOR OR HIS DESIGNEE TO NEGOTIATE AN AGREEMENT FOR SUCH SERVICES.

WHEREAS, the Town solicited proposals on behalf of the CRA for marketing services for Davie Road; and

WHEREAS, the selection committee has selected PMG Associates as the firm best qualified to provide the required services; and

WHEREAS, it is in the Town's best interest to execute a contract for such services.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA:

SECTION 1. The Town Council of the Town of Davie does hereby accept the selection of PMG Associates as the firm best qualified to provide the required services and authorizes the Town Administrator or his designee to negotiate an agreement for such services and present that contract for approval at a future meeting date. Should no agreement be reached with the highest ranking firm, then the Town Administrator or his designee shall negotiate with the next ranked firm and present that agreement for approval.

SECTION 2. This resolution shall take effect immediately upon its passage and adoption.

PASSED AND ADOPTED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2003

\_\_\_\_\_  
MAYOR/COUNCILMEMBER

Attest:

\_\_\_\_\_  
TOWN CLERK

APPROVED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2003

# TOWN OF DAVIE PROCUREMENT AUTHORIZATION

ACCOUNT NUMBER: 001-0405-515-0502 BUDGET ITEM & DESCRIPTION: RFP for a Marketing Director to assist CRA in marketing efforts APPROXIMATE COST: \$60,000.00  
CRA - SPECIAL PROJECTS ON DAVIE ROAD  
METHOD OF PROCUREMENT (check the one that applies):

- ☐ Open Competitive Bidding  
☐ Piggyback on Contract Number \_\_\_\_\_  
☐ Sole Source  
☒ Request For Proposals

## SPECIFICATIONS & LIST OF VENDORS MUST BE ATTACHED

See attached list.

Signed X Will Allen  
Department Head

Have Funds been Reserved REQ# 27931

Date 10/9/02 Sign (Signature)

Signed (Signature)  
Town Administrator

VENDOR	BIDS SUBMITTED	COST
PMG ASSOCIATES	RANKED	1 <sup>ST</sup>
MELANIPAY ASSOCIATES	RANKED	2 <sup>ND</sup>
REAL ESTATE RESEARCH CONSULTANTS	RANKED	3 <sup>RD</sup>
HMBIT MARKETING	#UD BID	

Signed (Signature)  
Procurement Manager

Vendor	TOWN ADMINISTRATOR'S RECOMMENDATION	Cost
PMG ASSOCIATES	RANKED	1 <sup>ST</sup>

Signed \_\_\_\_\_  
Town Administrator

+

	1	2	3	4
1	MARKETING SERVICES-DAVIE RD.			
2				
3				
4				
5				
6	COMMITTEE MEMBER	MELANIPHY ASSOCIATES	PMG ASSOCIATES	REAL ESTATE RESEARCH
7				
8	C. MENKE	1	2	3
9	R. MUNIZ	3	1	2
10	K. COHEN	A B S E N T		
11	J. KOVAC	2	1	3
12	W. ALLEN	2	1	3
13	H. HYMAN	2	1	3
14				
15				
16	TOTAL	10	6	14
17				
18	RANKING	2 <sup>ND</sup>	1 <sup>ST</sup>	3 <sup>RD</sup>
19				

Will Allen

To: Herb Hyman/Davie@Davie

12/17/02 10:04 AM

cc:

Subject: Selection Of PMG Associates, Inc. For Marketing Services For  
Davie Road

Please have a resolution prepared which selects the firm of PMG Associates, Inc. to perform the marketing services for Davie Road as described in Marketing Services-Davie Road, B-02-133. The responses to the RFP were received on November 26, 2002. The Bid Specification Committee met on December 3, 2002 and decided to interview all three firms which submitted proposals. The proposals were made by PMG Associates, Inc., Real Estate Research Consultants and Melaniphy & Associates. The presentations and interviews took place on December 12, 2002. The selection committee ranked the firms in the following order: PMG Associates, Inc., Melaniphy & Associates, and Real Estate Research Consultants. All three firms seemed very capable but the firm of PMG seemed to have a better grasp of the implementation phase dealing with marketing tools such as brochures and marketing materials. The Davie Community Redevelopment Agency met on December 16 and concurred with the selection of PMG Associates, Inc. A motion was approved to forward the selection of PMG to Town Council for consideration as a resolution. A contract will need to be negotiated after the firm is selected. If this can be on the first meeting in January, it would be helpful. It would not be earth shattering if it were on the second meeting in January.